

# CAPITAL

— MALL —

*pamper yourself*



Hoshangabad Road, Misrod, Bhopal (M.P)





# India's First Smart Mall

Coming to Bhopal

-  AI Assisted Mall Way Finder
-  Intelligent Parking System
-  Intelligent Mall Lighting

-  Wi-Fi Connectivity
-  Visual Digital Interface
-  Smart Power Conservation

and many more...

[Click Here to know more about Smart Mall](#)





# Current Key Footfall Drivers !!!



1st & ONLY Lifestyle  
in Bhopal



1st & Only INOX  
in Bhopal



1st & Only Snow Mastii  
in Central India



Largest FEC in  
Central India



1st & ONLY H&M  
of Bhopal



1st & ONLY Zudio  
of Bhopal





# Mall Configuration

Gross Leasable Area:	4,80,000 sq.ft.
Department Store:	Lifestyle
Hypermarket:	25,000 sq. ft.
Multiplex:	Inox (4/1200+)
FoodCourt	18,000 sq.ft.(450+ seats/18 Kitchens)
Anchors:	Zudio & H&M
Inline Stores:	150
FEC:	Snow Mastiii, Masti Zone, Horror house
Parking:	600+ (cars) & 400+ (bikes)
Frontage:	700 Ft.
Atrium:	110 ft Diameter
Aisles:	50 Ft. wide
Height:	4.5 Mtrs (Flat Slab)
Escalators:	4 Pairs
Travellators:	1 Pair
Elevators:	6 (including 2 Capsule)



# The Catchment

- The city is now growing in this part
  - 27 new housing projects
  - 6 mini townships
  - High street Retail
- Connectivity is improving
- For 70% of the TG, Capital Mall is the closest Mall
- Over 7,50,000 sq. ft. of new retail on Hoshangabad road in last 3 years.
- Most posh colonies of Bhopal are less than 3 Kms away





# What is New in the Mall !!!

- The entire look & feel
- The tenant Mix & Category Mix
- Circulation, both vertical & Horizontal
- Adding of few international Lead Anchors
- Professional Marketing & Management of the Mall
- New & well spread Food Court
- More Entertainment Options
- Enhanced customer satisfaction





# Traffic Flow

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# Ground Floor

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MALL

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# Upper Ground Floor

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LEGEND :-

Operational Area	
Under Fitout Area	
Leased Area	
To Be Leased Area	





# First Floor





# Second Floor

  
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# Corporate Office Block

## Fine Dining Options





# New Additions !!!

(work in progress)

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## NEW Drop-Off in Lower Ground





# New Additions !!!

(work in progress)

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Brand New Food-court spread over  
18,000 Sq.Ft !!!





# New Additions !!!

(work in progress)

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## Facade Lift-up





**New Additions !!!**  
(to commence soon)

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**Renovation of Toilets**





# The journey so far...

- Re-christened the Mall as “Capital Mall” from C21 Mall.
- Initially, worked on killing the Negativity of the Past
- Invested in Quality of the Mall Experience
- Worked on improving efficiency
- Streamlined Operations
- Regular Marketing & Events (100+ events)
- CSR & community driven initiatives (30+)
- Increased Footfalls & spend PP
- Hosted new Brands
  - H&M ,Zudio, Vero Moda, ONLY, Suumaya, Zilver...
- Increased occupancy (68%) & conversions (63%)
- Moved to an “Mall Of Opportunity”





# Events & Promotions Galore !!!

To watch various activations at the Mall in the Last few Months,  
Click on the respective icon





# Current operational Brands !!!

lifestyle®

**INOX**  
LIVE the MOVIE

zudio

SNOW Mastii

Raymond

H&M

  
CRIMSOUNE CLUB

  
**PUMA**

  
ColorPlus

 **MARKET 99**

**ONLY®**

  
Hot n Sweet

  
SUUMAYA  
THE BLENDED SOUL

**VERO MODA®**

**WINDOWS**  
Women Entrepreneurs' Gallery

**Bata**  
  
Mehidpurwala  
Since 1885

*Dinshaw's*

**ZILVER**

  
McDonald's

**CAPITAL**  
**BHOPAL CHAUPAL**  


**Dr. Bubbles**

  
dezire  
Unisex Salon & spa  
Conquer Your Dream With...

  
Energia Personal  
Yoga

 Shamby's™

**Mastii ZONE**  
by the same...

  
mah

**TASTE OF GUJARAT**

**आपूर्ति**

 **SUGAR**

**just**  
WATCHES





# New Brand Additions !!!

To Commence / operations fit-outs soon !!!



Inking Soon !!!

MARKS &  
SPENCER  
Lingerie

STEVE MADDEN



NYKAA



BECCOS



BIBA





# The Way Forward

- International standards of **Mall Management**
- Intensive **Events & Promotions** plan
- **Innovative** footfall strategy
- Adding of **new brands**
- Zoning being **re-invented**
- Planned **kiosk layout**
- Equal distribution of Footfalls on **every floor**
- **Win - Win** deals with retailers





## Mall Operator

Capital Mall  
#104, C21 Corporate Zone,  
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[Mall Location on Google](#)

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